



blueberries

North American Blueberry Council

**Annual Crop Report
Presented February 29, 2024**



An Exclusive NABC Member Benefit



FLORIDA



Brittany Lee



2023 FINAL PRODUCTION STATS

Fresh (Actual)	15.7MM
Processed (Actual)	0.0MM
Total (Actual)	15.7MM

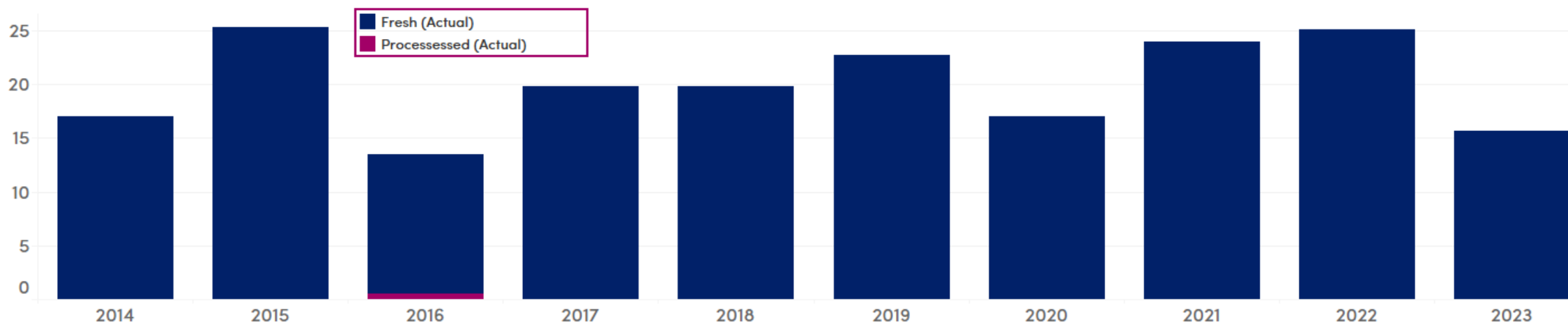
FLORIDA AVG STATS

Avg. Forecast vs Actual % Total	30.2%
Avg. Organic (%)	3.0%

2024 FORECAST PRODUCTION

Fresh (Forecast)	23.0MM
Processed (Forecast)	0.0MM
Total Global (Forecast)	23.0MM

Production in Million Pounds



Fresh (Actual)	17.0M	25.3M	13.0M	19.8M	19.8M	22.7M	17.0M	24.0M	25.1M	15.7M
Processed (Actual)	0.0MM	0.0MM	0.5MM	0.0MM	0.0MM	0.0MM	0.0MM	0.0MM	0.0MM	0.0MM



GEORGIA



Lisa Winther



© OpenStreetMap

2023 FINAL PRODUCTION STATS

Fresh (Actual)	79.0MM
Processed (Actual)	18.0MM
Total (Actual)	97.0MM

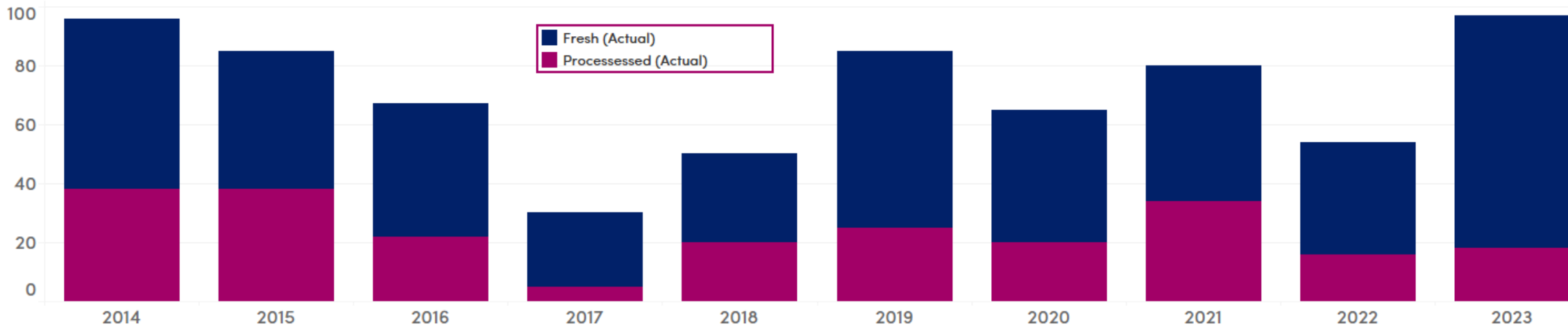
GEORGIA AVG STATS

Avg. Forecast vs Actual % Total	11.4%
Avg. Organic (%)	9.5%

2024 FORECAST PRODUCTION

Fresh (Forecast)	85.0MM
Processed (Forecast)	20.0MM
Total Global (Forecast)	105.0MM

Production in Million Pounds



Fresh (Actual)	58.0M	47.0M	45.0M	25.0M	30.0M	60.0M	45.0M	46.0M	38.0M	79.0M
Processed (Actual)	38.0MM	38.0MM	22.0MM	5.0MM	20.0MM	25.0MM	20.0MM	34.0MM	16.0MM	18.0MM



NORTH CAROLINA



Kristen Brinkely



© OpenStreetMap

2023 FINAL PRODUCTION STATS

Fresh (Actual)	40.5MM
Processed (Actual)	8.7MM
Total (Actual)	49.2MM

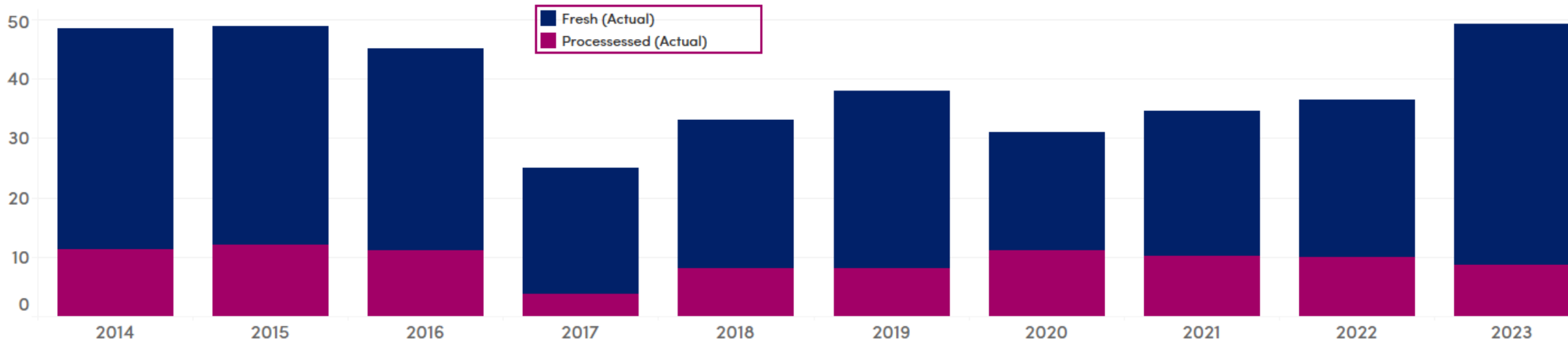
NORTH CAROLINA AVG STATS

Avg. Forecast vs Actual % Total	9.3%
Avg. Organic (%)	1.0%

2024 FORECAST PRODUCTION

Fresh (Forecast)	35.0MM
Processed (Forecast)	10.0MM
Total Global (Forecast)	45.0MM

Production in Million Pounds



	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Fresh (Actual)	37.3M	36.9M	34.0M	21.1M	25.0M	29.9M	20.0M	24.3M	26.5M	40.5M
Processed (Actual)	11.2MM	12.0MM	11.0MM	3.8MM	8.0MM	8.0MM	11.0MM	10.2MM	10.0MM	8.7MM



NEW JERSEY

2023 FINAL PRODUCTION STATS

NEW JERSEY AVG STATS

2024 FORECAST PRODUCTION



Alec Arena

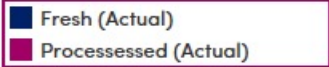


© OpenStreetMap

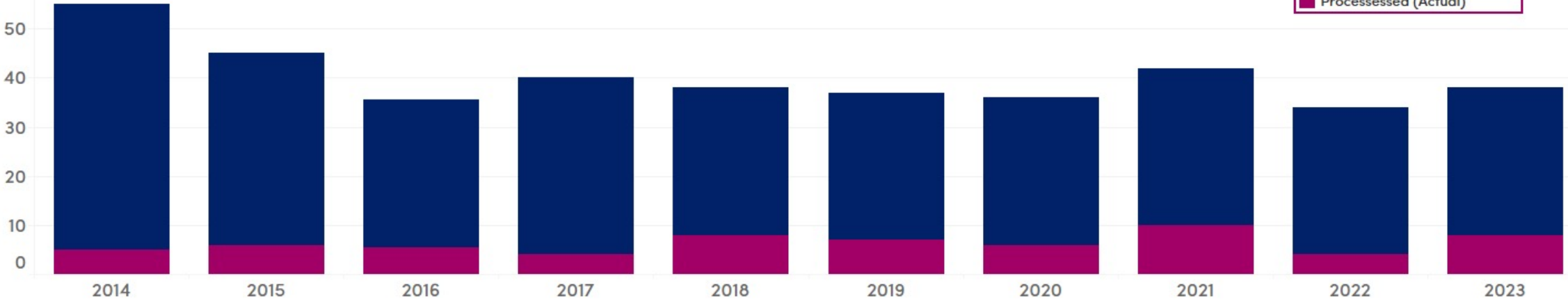
Fresh (Actual)	30.0MM
Processed (Actual)	8.0MM
Total (Actual)	38.0MM

Avg. Forecast vs Actual % Total	5.0%
Avg. Organic (%)	1.0%

Fresh (Forecast)	34.0MM
Processed (Forecast)	8.0MM
Total Global (Forecast)	42.0MM



Production in Million Pounds



Fresh (Actual)	50.0M	39.0M	30.0M	36.0M	30.0M	30.0M	30.0M	32.0M	30.0M	30.0M
Processed (Actual)	5.0MM	6.0MM	5.5MM	4.0MM	8.0MM	7.0MM	6.0MM	10.0MM	4.0MM	8.0MM



INDIANA



Pat Goin



© OpenStreetMap

2023 FINAL PRODUCTION STATS

Fresh (Actual)	3.0MM
Processed (Actual)	0.8MM
Total (Actual)	3.8MM

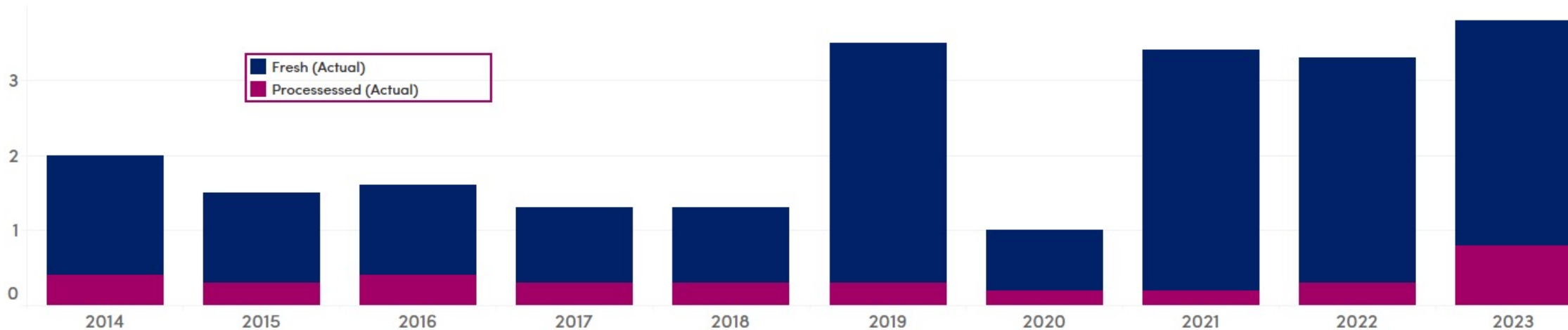
INDIANA AVG STATS

Avg. Forecast vs Actual % Total	18.8%
Avg. Organic (%)	5.0%

2024 FORECAST PRODUCTION

Fresh (Forecast)	3.0MM
Processed (Forecast)	1.0MM
Total Global (Forecast)	4.0MM

Production in Million Pounds



Fresh (Actual)	1.6M	1.2M	1.2M	1.0M	1.0M	3.2M	0.8M	3.2M	3.0M	3.0M
Processed (Actual)	0.4MM	0.3MM	0.4MM	0.3MM	0.3MM	0.3MM	0.2MM	0.2MM	0.3MM	0.8MM



MICHIGAN



George Fritz



2023 FINAL PRODUCTION STATS

Fresh (Actual)	45.0MM
Processed (Actual)	38.0MM
Total (Actual)	83.0MM

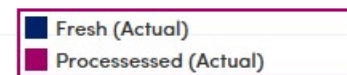
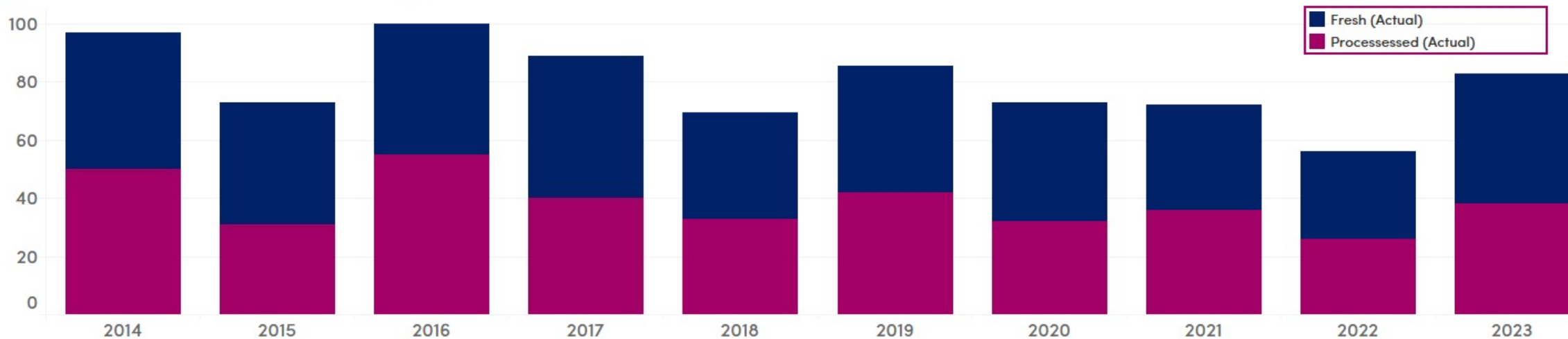
MICHIGAN AVG STATS

Avg. Forecast vs Actual % Total	22.1%
Avg. Organic (%)	1.0%

2024 FORECAST PRODUCTION

Fresh (Forecast)	42.0MM
Processed (Forecast)	38.0MM
Total Global (Forecast)	80.0MM

Production in Million Pounds



Fresh (Actual)	47.0M	42.0M	45.0M	49.0M	36.5M	43.5M	41.0M	36.0M	30.0M	45.0M
Processed (Actual)	50.1MM	31.0MM	55.0MM	40.0MM	33.0MM	42.0MM	32.0MM	36.0MM	26.0MM	38.0MM



CALIFORNIA



Todd Sanders



2023 FINAL PRODUCTION STATS

Fresh (Actual)	51.6MM
Processed (Actual)	12.0MM
Total (Actual)	63.6MM

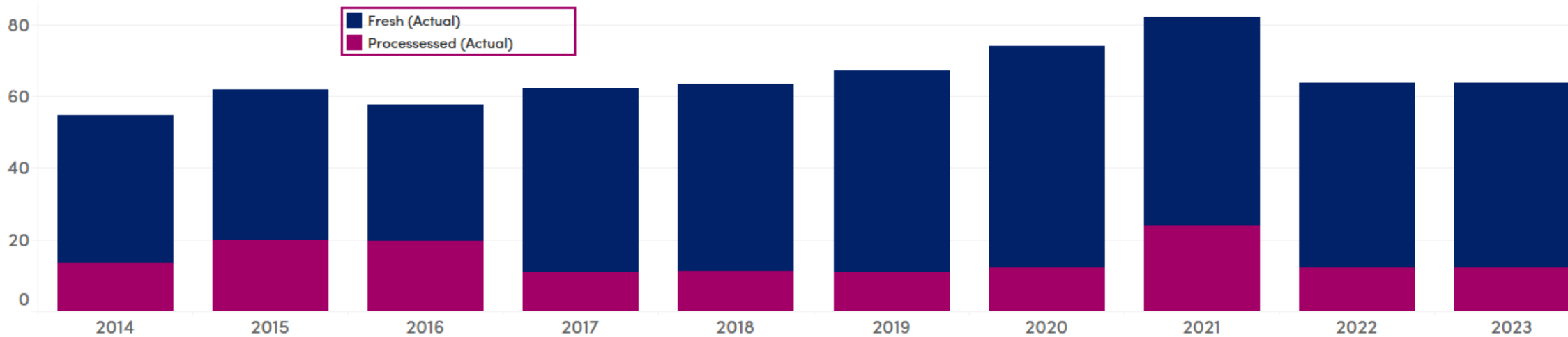
CALIFORNIA AVG STATS

Avg. Forecast vs Actual % Total	13.6%
Avg. Organic (%)	34.5%

2024 FORECAST PRODUCTION

Fresh (Forecast)	65.0MM
Processed (Forecast)	15.0MM
Total Global (Forecast)	80.0MM

Production in Million Pounds



Fresh (Actual)	41.3M	42.0M	38.1M	51.3M	52.2M	56.1M	62.0M	58.0M	51.6M	51.6M
Processed (Actual)	13.4MM	20.0MM	19.5MM	10.8MM	11.2MM	11.0MM	12.0MM	24.0MM	12.0MM	12.0MM



OREGON



Ellie Norris



© OpenStreetMap

2023 FINAL PRODUCTION STATS

Fresh (Actual)	58.5MM
Processed (Actual)	59.0MM
Total (Actual)	117.5MM

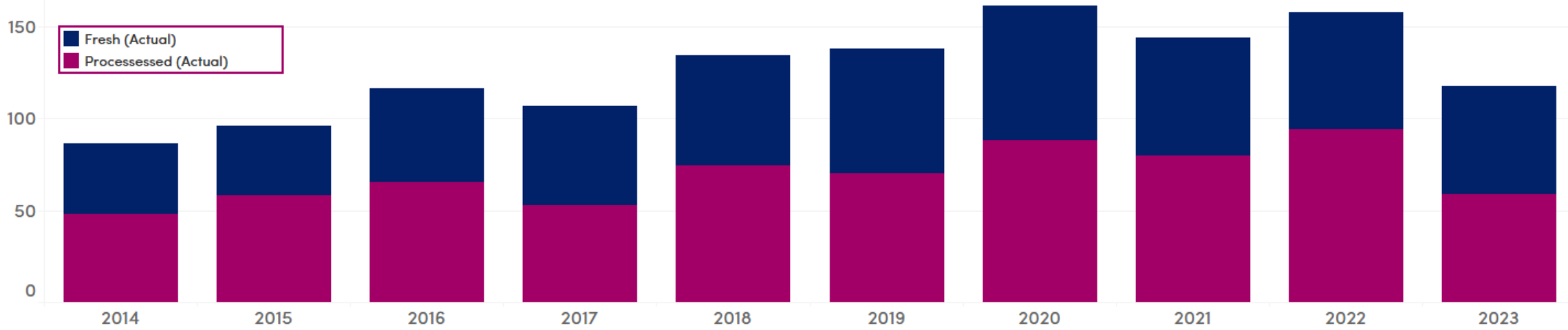
OREGON AVG STATS

Avg. Forecast vs Actual % Total	14.7%
Avg. Organic (%)	24.5%

2024 PRODUCTION FORECAST

Fresh (Forecast)	85.0MM
Processed (Forecast)	60.0MM
Total Global (Forecast)	145.0MM

Production in Million Pounds



Fresh (Actual)	38.4M	37.8M	51.0M	54.0M	59.8M	68.0M	73.0M	63.8M	63.0M	58.5M
Processed (Actual)	48.1MM	57.9MM	65.1MM	53.0MM	74.2MM	70.0MM	88.0MM	80.0MM	94.4MM	59.0MM



WASHINGTON



Alan Schreiber



© OpenStreetMap

2023 FINAL PRODUCTION STATS

Fresh (Actual)	40.8MM
Processed (Actual)	95.2MM
Total (Actual)	136.0MM

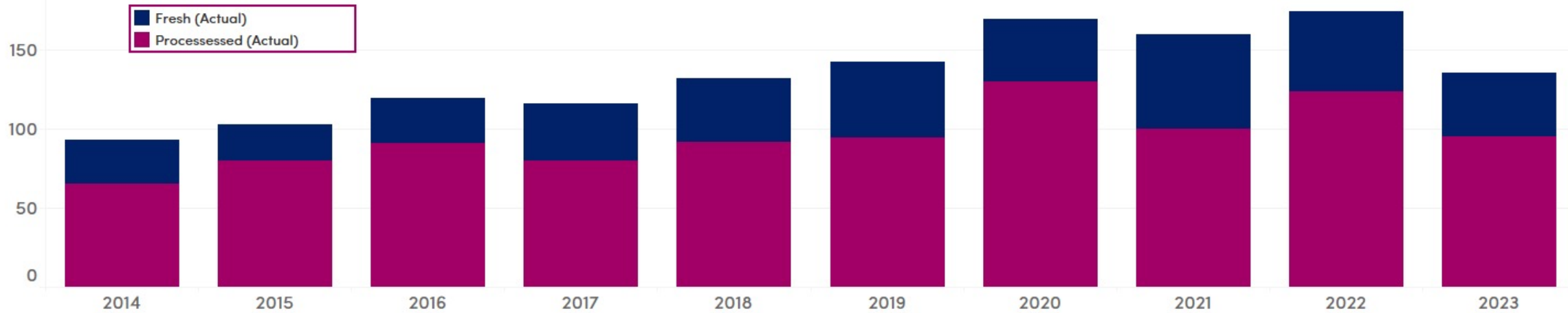
WASHINGTON AVG STATS

Avg. Forecast vs Actual % Total	14.6%
Avg. Organic (%)	27.7%

2024 FORECAST PRODUCTION

Fresh (Forecast)	57.6MM
Processed (Forecast)	122.4MM
Total Global (Forecast)	180.0MM

Production in Million Pounds



	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Fresh (Actual)	28.0M	23.0M	29.0M	36.0M	40.0M	48.0M	40.0M	60.0M	51.0M	40.8M
Processed (Actual)	65.5MM	80.0MM	91.0MM	80.0MM	92.0MM	94.5MM	130.0MM	100.0MM	124.0MM	95.2MM



NABC CROP REPORT 2023 | FALL SUMMIT

*All data is from historical NABC Crop Reporting

BRITISH COLUMBIA



Jason Smith



2023 FINAL PRODUCTION STATS

Fresh (Actual)	35.0MM
Processed (Actual)	30.0MM
Total (Actual)	65.0MM

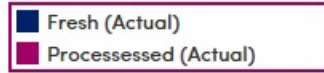
BRITISH COLUMBIA AVG STATS

Avg. Organic (%) 3.0%

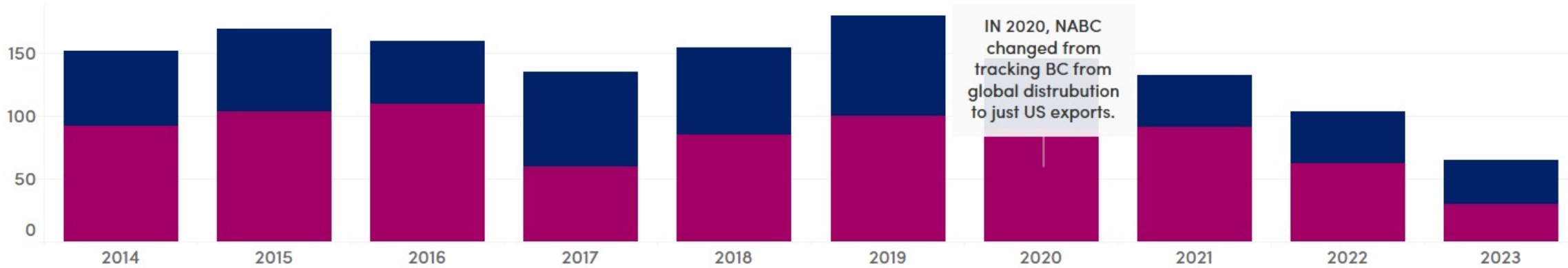
2024 FORECAST PRODUCTION

Fresh (Forecast)	80.0MM
Processed (Forecast)	80.0MM
Total Global (Forecast)	160.0MM

Total US (Forecast) 106.4MM



Production in Million Pounds



Fresh (Actual)	60.0M	66.0M	50.0M	75.0M	70.0M	80.0M	56.0M	42.0M	41.6M	35.0M
Processed (Actual)	92.0MM	104.0MM	110.0MM	60.0MM	85.0MM	100.0MM	90.0MM	91.0MM	62.4MM	30.0MM



LOWBUSH/WILD



Jean-Pierre Senneville



2023 FINAL PRODUCTION STATS

Fresh (Actual)	0.0MM
Processed (Actual)	285.5MM
Total (Actual)	285.5MM

LOWBUSH/WILD AVG STATS

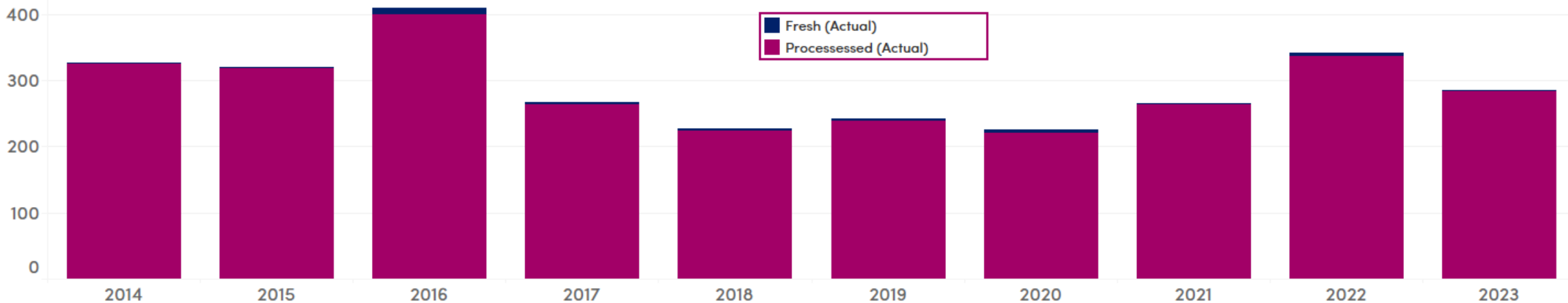
Avg. Forecast vs Actual % Total

Avg. Organic (%)

2024 FORECAST PRODUCTION

Fresh (Forecast)	5.0MM
Processed (Forecast)	305.0MM
Total Global (Forecast)	310.0MM

Production in Million Pounds



Fresh (Actual)	0.6M	1.8M	9.0M	3.0M	2.4M	3.0M	5.0M	3.0M	5.0M	0.0M
Processed (Actual)	326.5MM	319.0MM	400.0MM	263.4MM	224.6MM	239.0MM	220.5MM	262.9MM	336.5MM	285.5MM



MEXICO



Rodrigo Aceves



2023 FINAL PRODUCTION STATS

Fresh (Actual)	196.5MM
Processed (Actual)	2.6MM
Total (Actual)	199.1MM

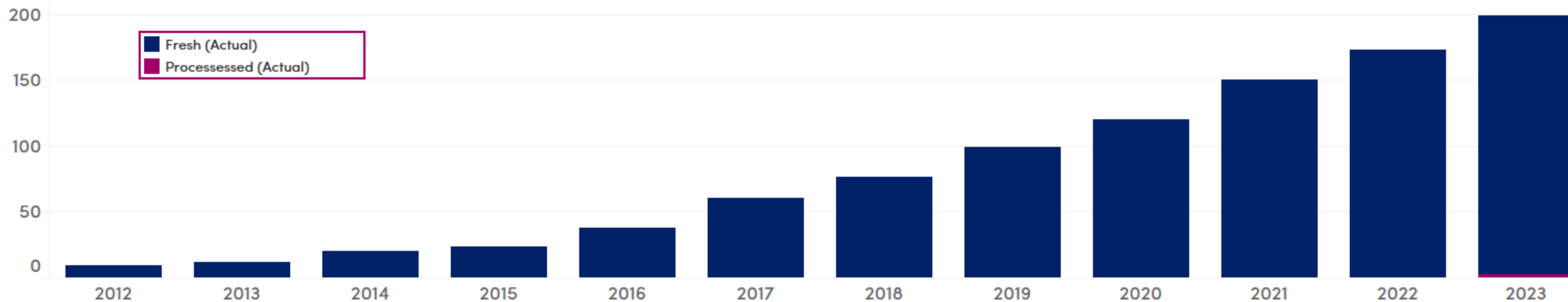
MEXICO AVG STATS

Avg. Organic (%) 12.0%

2024 FORECAST PRODUCTION

Total Global (Forecast) 230.4MM

Production in Million Pounds



Fresh (Actual)	9.2M	12.0M	20.0M	23.7M	37.7M	60.2M	76.3M	98.9M	120.0M	150.6M	172.9M	196.5M
Processed (Actual)												2.6MM



Total Production Surface 2024

29,578 acres (11,970 ha)

Organic Planted %

12%

Tunnel Planted %

77%

Substrate Planted %

78%

New Varieties Planted%

10%

World Exportations

209,438,900 pounds

Fresh Conventional

171,960,360 pounds

Orgánico

26,455 pounds

Process

9,920,790 pounds

North America

90%

Asia

3%

Europe

4%

South America / Oceania

2%

Domestic Market

1%



Total Production Surface

32,536 acres
(13,167 ha)

Organic Planted %

12%

Tunnel Planted %

77%

Substrate Planted %

78%

New Varieties Planted%

10%

World Exportations*

230,382,790 pounds



CHILE



Sebastian Carmona



2023 FINAL PRODUCTION STATS

Fresh (Actual)	87.0MM
Processed (Actual)	20.0MM
Total (Actual)	107.0MM

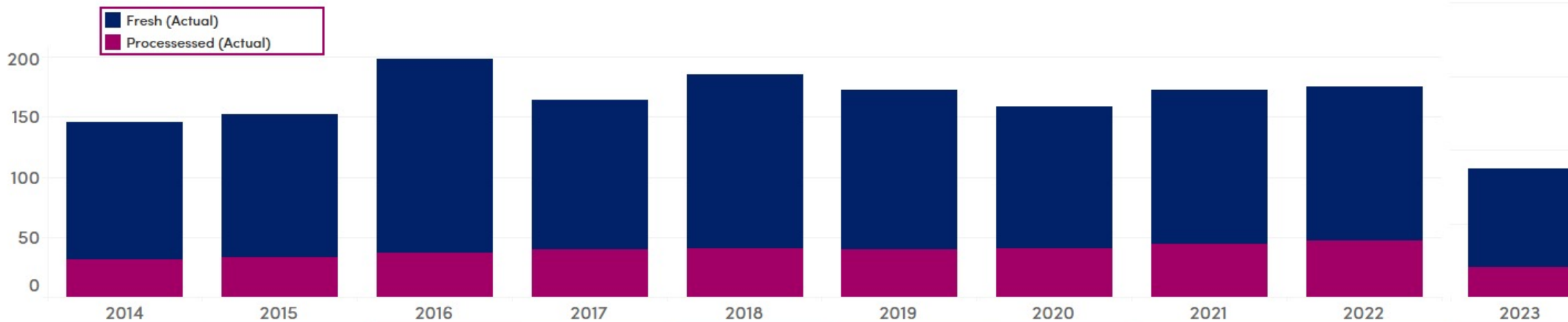
CHILE AVG STATS

Avg. Organic (%) 26.0%

2024 FORECAST PRODUCTION

Fresh (Forecast)	70.0MM
Processed (Forecast)	31.0MM
Total (Forecast)	101.0MM
Total Global (Forecast)	261.0MM

Production in Million Pounds

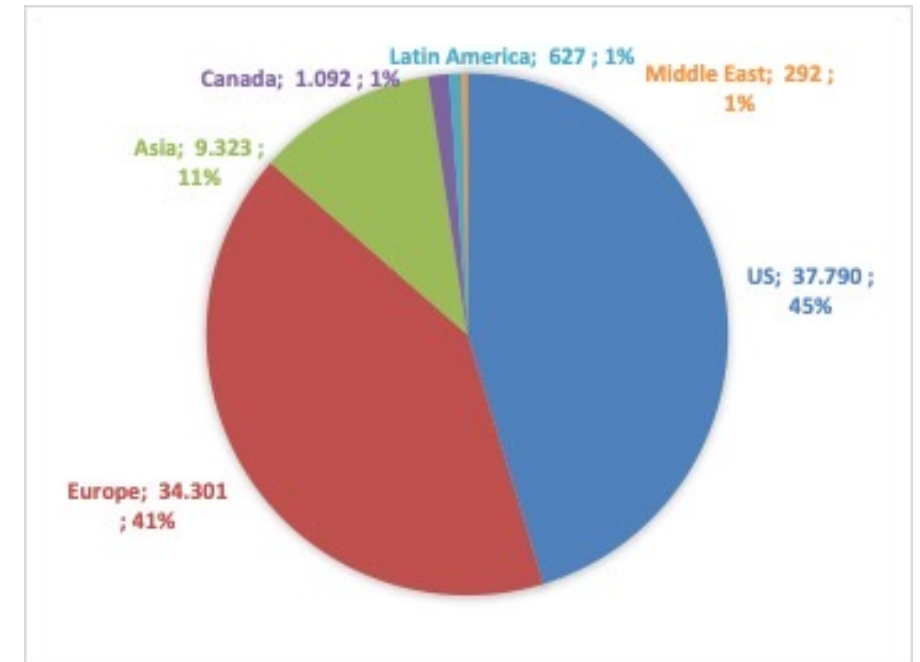
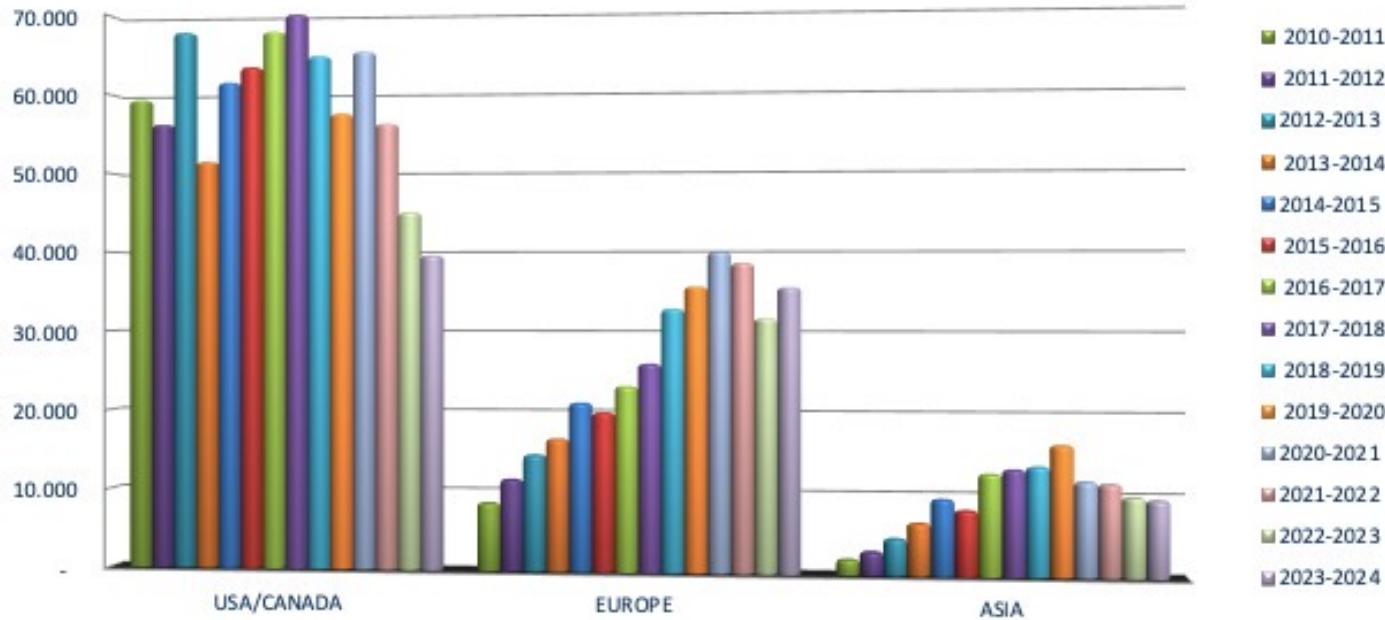


Fresh (Actual)	114.6M	119.6M	161.5M	124.5M	144.7M	132.4M	117.8M	128.4M	128.3M	87.0MM
Processed (Actual)	31.0MM	33.0MM	37.0MM	40.0MM	41.0MM	40.0MM	41.0MM	44.0MM	47.0MM	20.0MM

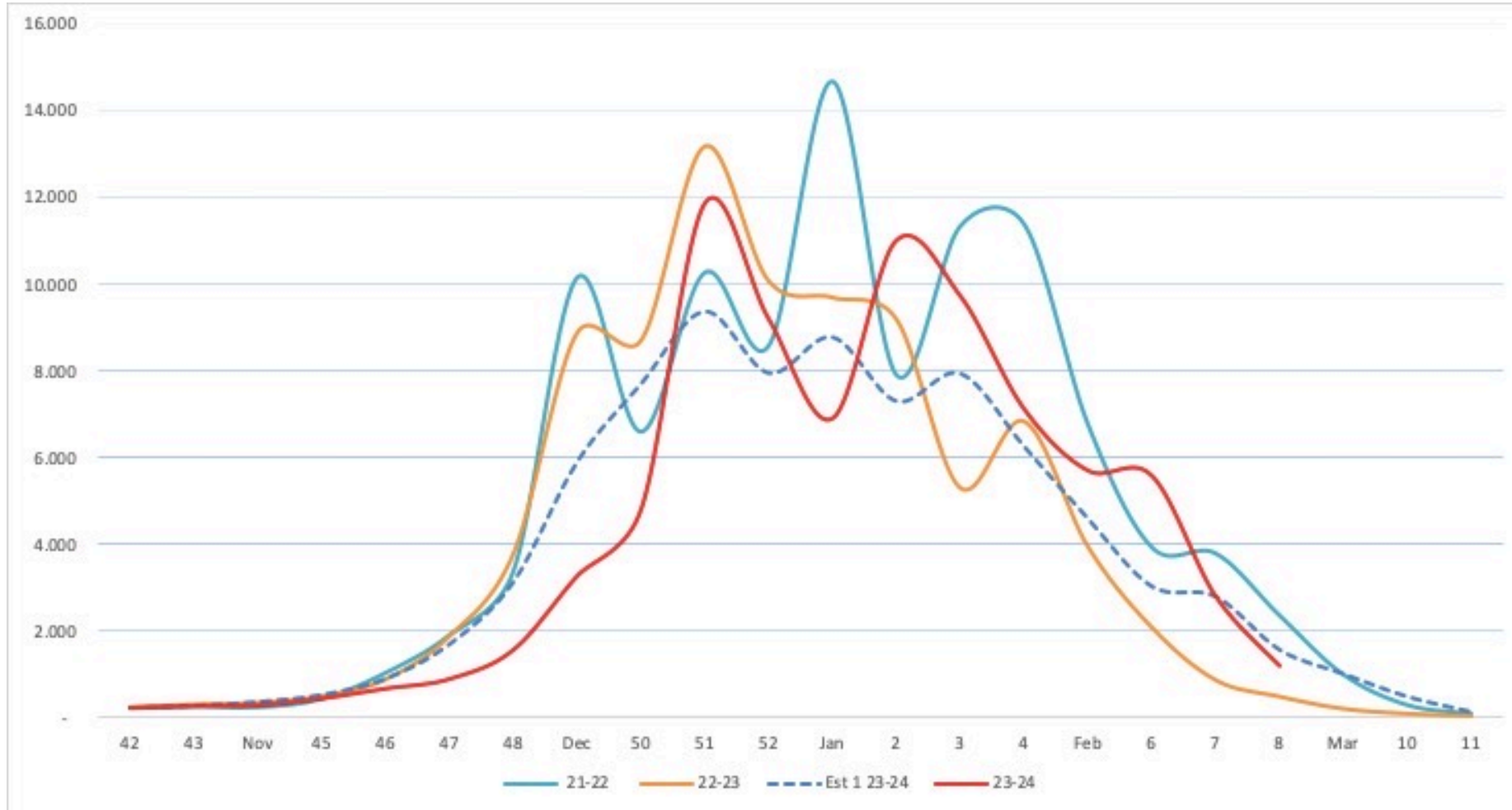


CHILE

Chilean Fresh Blueberry Exports (Ton)



CHILE



PERU



Daniel Bustamante



2023 FINAL PRODUCTION STATS

PERU AVG STATS

US Total (Actual) 277.3MM

Global Total (Actual) 498.1MM

Avg. Organic (%)

11.0%

Production in Million Pounds ✦



PERU: Exports by Season

2021-2022	2022-2023	2023-2024*
Season W18-W17		

491,566,245	631,049,677	↑ 28%	498,086,457	↓ -21%
-------------	-------------	-------	-------------	--------

CONDITION

Organic (lbs)	44,959,390	77,533,739	↑ 72%	51,083,718	↓ -34%
Organic %	9%	12%		10%	
Conventional (lbs)	446,606,856	553,515,938	↑ 24%	447,002,739	↓ -19%
Conventional %	91%	88%		90%	

*Closing Estimate

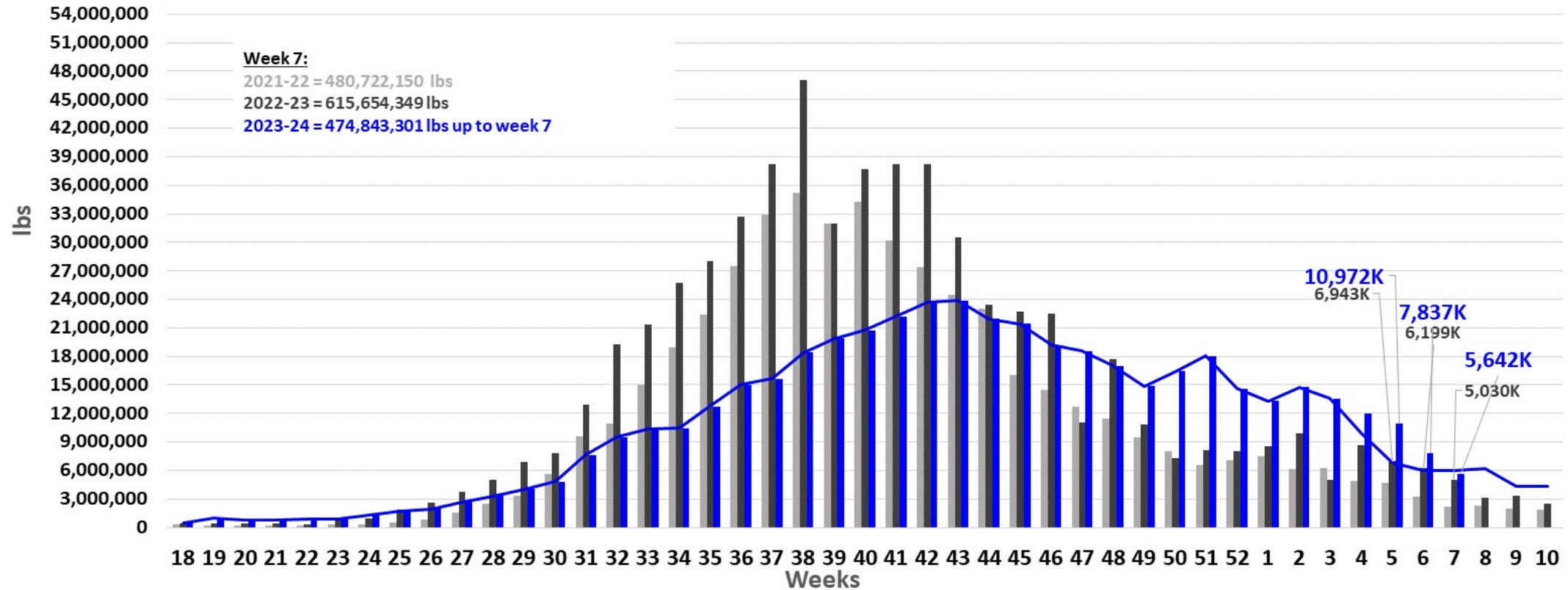
** Frozen blueberries: 4-6% of the total

PERU: Exports by Market

	2021-2022	2022-2023		2023-2024*			
	Season W18-W17						
MARKETS							
USA (lbs)	271,377,577	337,700,131	↑	24%	277,263,784	↓	-18%
USA %	55%	54%			56%		
EUR (lbs)	147,502,965	196,423,102	↑	33%	142,189,088	↓	-28%
EUR %	30%	31%			28%		
CHINA (lbs)	59,079,224	81,512,271	↑	38%	59,746,126	↓	-27%
CHINA %	12%	13%			12%		
OTHER (lbs)	13,606,479	15,414,173	↑	13%	18,887,459	↑	23%
OTHER %	3%	2%			4%		

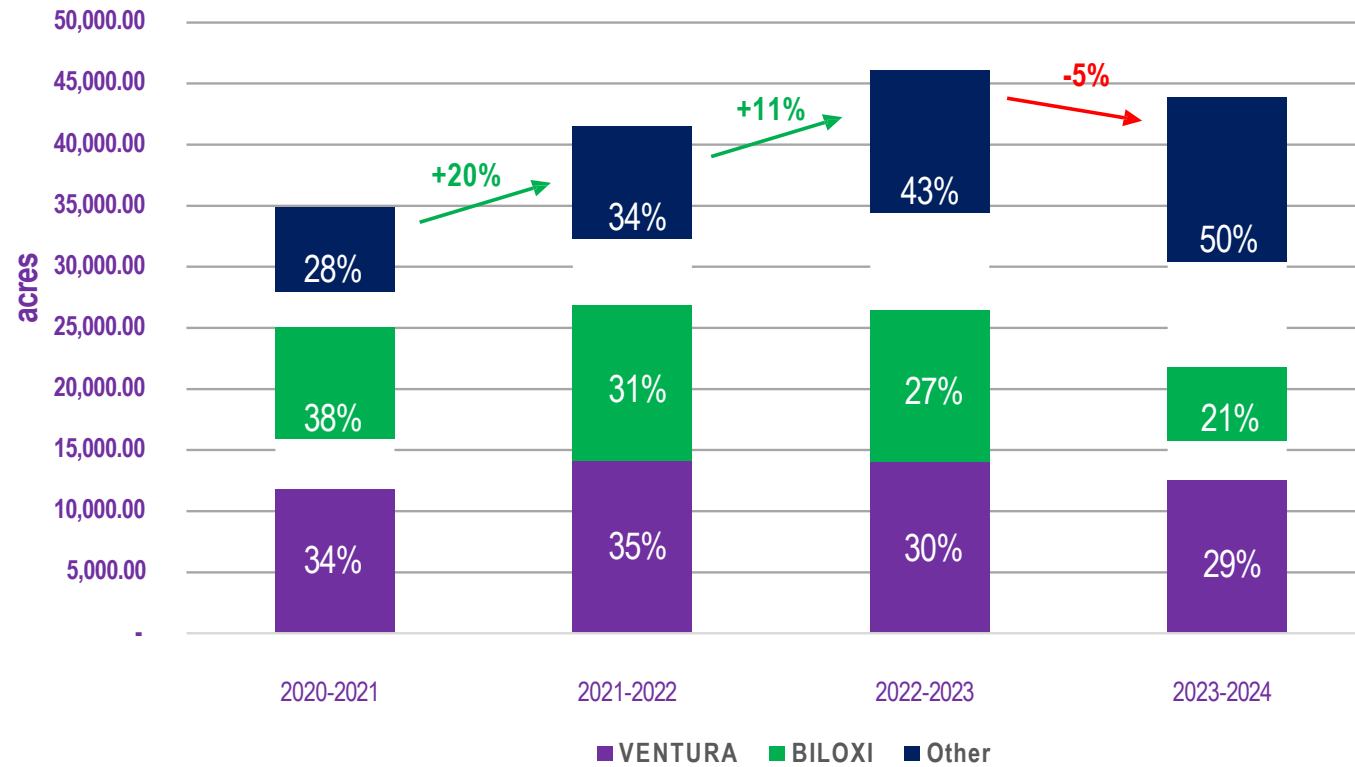
*Closing Estimate

PERU: Total Exports per week



Qs (lbs)	season 2021 - 2022	season 2022 - 2023	2021-22 vs 2022-23	season 2023 - 2024	2022-23 vs 2023-24
Q2	4,744,384	10,969,889	↑ 131%	15,978,235	↑ 46%
Q3	217,479,899	280,736,688	↑ 29%	134,398,413	↓ -52%
Q4	225,204,885	276,212,843	↑ 23%	252,528,370	↓ -9%
Q1	44,137,077	63,130,255	↑ 43%	95,181,439	↑ 51%

Shift in Genetics



Shift in Genetics

